



PREVENTION WORKS:

*CDC Strategies for a Heart-Healthy
and Stroke-Free America*



**HEART
DISEASE
& STROKE**



DEPARTMENT OF HEALTH AND HUMAN SERVICES
CENTERS FOR DISEASE CONTROL AND PREVENTION

HOW TO USE THIS BRIEFING DOCUMENT

“Prevention Works: CDC Strategies for a Heart-Healthy and Stroke-Free America” is intended to provide a snapshot of heart disease and stroke prevention at CDC. The document provides information on the health and economic costs of chronic diseases to our nation and outlines CDC's prevention strategies.

The Cardiovascular Health Branch in the National Center for Chronic Disease Prevention and Health Promotion, with fiscal year appropriations of approximately \$45 million, is CDC's focal point for heart disease and stroke prevention. This document describes the central strategies of that branch, which include a focus on high blood pressure and cholesterol control, signs and symptoms, improving emergency response, improving quality of care, and eliminating health disparities between population groups. Heart disease and stroke outcomes are also related to healthy eating, physical activity and tobacco use, as well as diabetes and obesity. Therefore, the Cardiovascular Health Branch collaborates across CDC to coordinate units and programs that specifically address these issues, to improve overall cardiovascular health in the United States. CDC promotes the strategies of these programs in conjunction with the priorities of the Cardiovascular Health Branch, which are outlined in this document.

For more information on heart disease and stroke prevention at CDC, please visit www.cdc.gov/cvh.

HEALTH AND ECONOMIC COSTS OF HEART DISEASE AND STROKE

Cardiovascular Disease or CVD

A NATIONAL TRAGEDY

- Heart disease and stroke are the 1st and 3rd leading killers (more than 100 deaths every hour) in the United States.
- 1 in 5 adults have a cardiovascular disease.
- CVD is the leading cause of health disparities.

DISABLING

- 10 million Americans are disabled due to CVD.
- Stroke: Many survivors cannot perform daily tasks. 20% will require institutional care.
- Heart Disease is a leading cause of premature, permanent disability in the U.S. workforce.
- Heart Attack: 66% of victims never fully recover.

COSTLY

- \$368 billion was lost in 2004 (\$226 billion for health care; \$142 billion in lost productivity).
- Medicare: CVD hospitalizations = \$26 billion annually. Heart disease = leading hospital diagnosis.

GROWING

- 90% of middle-aged Americans will develop high blood pressure in their lifetime. 70% who have it now do not have it controlled.
- Total deaths are on the rise, even though death rates have declined.



PREVENTION WORKS!

Priorities of CDC's Cardiovascular Health Branch

CONTROL HIGH BLOOD PRESSURE

CONTROL HIGH CHOLESTEROL

KNOW SIGNS AND SYMPTOMS, CALL 9-1-1

IMPROVE EMERGENCY RESPONSE

IMPROVE QUALITY OF CARE

(Prevent First and Second Events)
(Control Risk Factors and the Diseases)

ELIMINATE DISPARITIES

Prevention and disease control can reduce heart attacks and strokes, deaths from these diseases, and the disability suffered by heart disease and stroke survivors.

CONTROL HIGH BLOOD PRESSURE

- A 12- to 13-point reduction in systolic blood pressure can reduce heart attacks 21%, strokes 37%, and total cardiovascular deaths 25%.
- 50 million people have high blood pressure; 45 million are pre-hypertensive.
- 70% of people with high blood pressure do not have it under control.

CONTROL HIGH CHOLESTEROL

- A 10% decrease in total cholesterol levels may reduce the incidence of coronary heart disease by approximately 30%.
- In 2000, more than 105 million people were told they had total blood cholesterol levels of 200 mg/dl or higher.
- Over 80% of people who have high blood cholesterol do not have it under control.

KNOW SIGNS AND SYMPTOMS, CALL 911

- More than half of Americans don't know!
- Stroke: 52% of all Americans don't know; 62% of Hispanics and 68% of African Americans don't know.
- Heart Attack: 64% of all Americans don't know; 70% of Hispanics and 76% of African Americans don't know.

IMPROVE EMERGENCY RESPONSE

- Only 3%–10% of eligible stroke victims get the emergency therapy (tPA) that can lead to recovery.
- 47% of heart attack deaths occur before an ambulance arrives.
- 48% of stroke deaths occur before hospitalization.

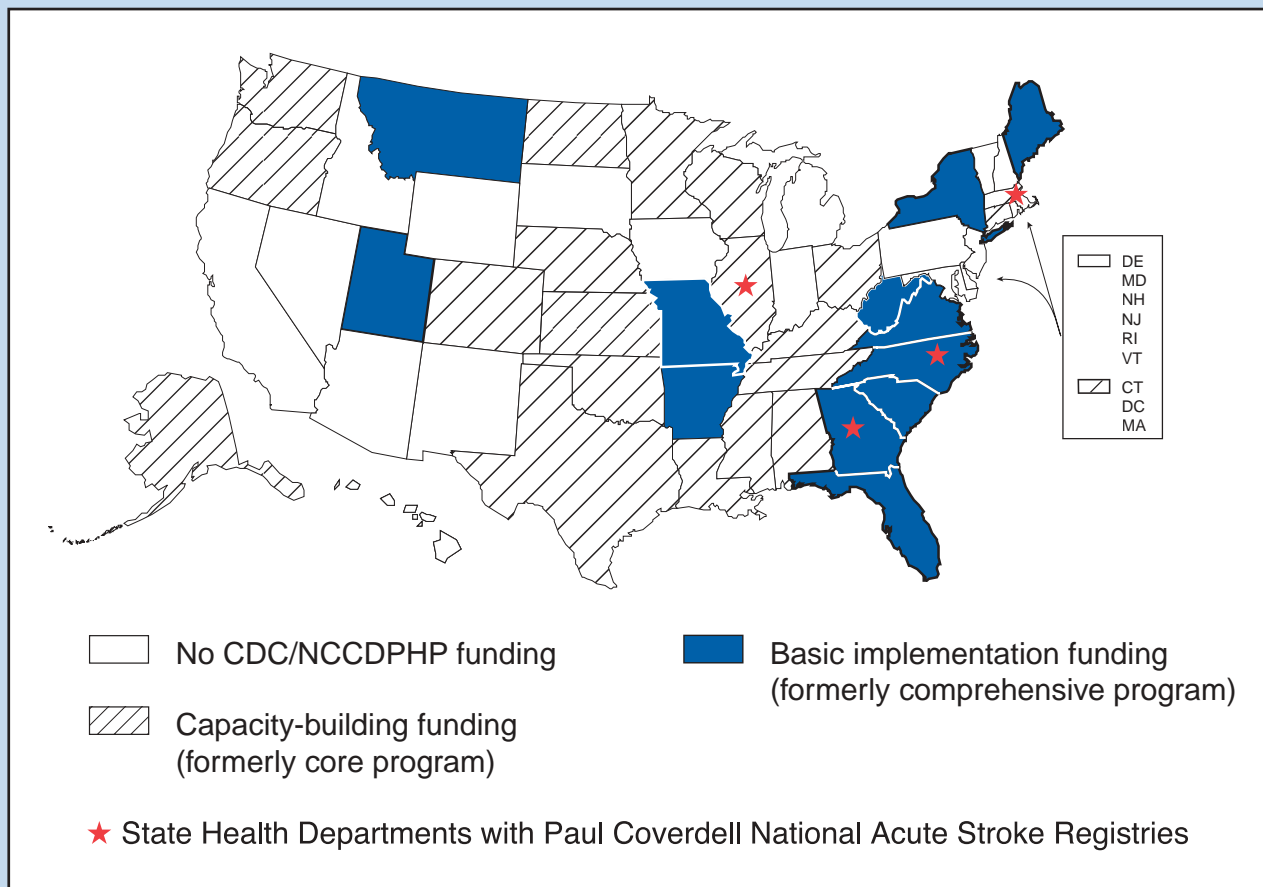
IMPROVE QUALITY OF CARE

- Prevent first and second events; control risk factors and diseases.
- Expand the use of guidelines, reminder systems, preventive care, the chronic care model, patient databases, and behavioral counseling.

ELIMINATE DISPARITIES

- 1/3 of the black–white life expectancy gap is due to cardiovascular disease.
- Only 15% of Hispanics have their high blood pressure under control, compared with 30% of whites.
- In 2001, age-adjusted death rates for heart disease were 30% higher for African Americans than for whites, and stroke death rates were 41% higher.

Fiscal Year 2004 Funding for State Heart Disease and Stroke Prevention Programs



CDC FUNDS HEART DISEASE AND STROKE PREVENTION PROGRAMS IN STATE HEALTH DEPARTMENTS and provides guidance for these programs. States are funded at two levels: capacity building (approximately \$350,000 per state) and basic implementation (approximately \$1.25 million per state). In fiscal year 2004, CDC funded 32 states and the District of Columbia (12 for basic implementation and 21 for capacity building).

CDC FUNDS REGIONAL STROKE NETWORKS to increase stroke awareness and prevention activities across state boundaries, and enhance prevention efforts of state heart disease and stroke prevention programs. These networks include Tri-State (North Carolina lead; includes Georgia and South Carolina), Great Lakes (Illinois lead; includes Indiana, Michigan, Minnesota, Ohio, and Wisconsin), and Delta States (Alabama lead; includes Arkansas, Louisiana, Mississippi, and Tennessee).

CDC ALSO FUNDS THE PAUL COVERDELL NATIONAL ACUTE STROKE REGISTRIES in Georgia, Illinois, North Carolina and Massachusetts (see page 8).

TAKING ACTION:

Examples from State Heart Disease and Stroke Prevention Programs

WISCONSIN: 10% INCREASE IN BLOOD PRESSURE CONTROL

Wisconsin worked with 20 health plans to collect Health Plan Employer Data and Information Set (HEDIS) measures related to cardiovascular health. Based on these data, health plans made quality improvements for blood pressure control. Among participating health plans, the percentage of patients who had their high blood pressure controlled increased from 48% to 58%, a 21% relative increase.

SOUTH CAROLINA: TAKING LOCAL ACTION IN AFRICAN AMERICAN COMMUNITIES

South Carolina worked in collaboration with local community partners to promote heart health in African American communities. Several faith organizations implemented specific policy and environmental strategies appropriate to their needs that address high blood pressure, high cholesterol, and tobacco use prevention.

MONTANA: IMPROVING EMERGENCY RESPONSE TO STROKES

When a stroke happens, calling 9-1-1 in time to prevent disability or death depends on people knowing the signs of stroke. Montana has launched a stroke signs public education campaign in the Great Falls area. Montana is also working with local hospital and health systems, a stroke task force, and local fire and ambulance services to improve Emergency Medical Services and hospital response to stroke. Improvements that get an ischemic stroke sufferer to appropriate therapy (tPA) within 3 hours can mean the difference between recovery and long-term disability from stroke.

NEW YORK: BUSINESSES PROVIDE EMPLOYEES WITH HEART HEALTHY OPTIONS

New York assesses work sites using the “Heart Check” tool and helps them make changes to promote their employees’ heart health. Participating work sites increased policy and environmental supports for heart health by 65% following an initial 3-year intervention. Many of these work sites are now making blood pressure screening available, offering low-fat food choices, and instituting policies for smoke-free workplaces.

CARDIOVASCULAR DISEASE COLLABORATIVE: STATE HEART DISEASE AND STROKE PREVENTION PROGRAMS BRING STATE OF THE ART TECHNIQUES IN DISEASE MANAGEMENT TO THOSE MOST IN NEED

Approximately one-half of the 33 CDC-funded state heart disease and stroke prevention programs participate in the “CVD Collaborative” through which they provide support to federally qualified health centers (FQHCs) in their state to bring state of the art techniques in disease management and other public health expertise to those most in need. Techniques such as patient data management systems and training to improve blood pressure measurement have produced impressive results. For example, among participating health centers during an initial 9 month period, the percent of hypertensives with their blood pressure controlled increased by 5 percentage points and the number of patients with coronary artery disease on aspirin or other antithrombotic agents increased by 39 percentage points. The “CVD Collaborative,” which builds on a similar diabetes model, is a collaboration among the Health Resources and Services Administration, CDC, the Agency for Health Care Research and Quality, state CVD programs, and FQHCs.

HEALTH CARE SETTING

- Promote policy, environmental, and system strategies to improve quality of care. For example, promote the chronic care model and the adoption of evidence-based guidelines in hospitals (e.g., Get with the Guidelines [American Heart Association], Guidelines Applied to Practice [American College of Cardiology]).
- Establish policies to treat stroke as an emergency in hospitals, to provide immediate diagnostic evaluation and treatment within 3 hours, and to have a neurologist on call at all times.
- Provide education and public awareness on use of 9-1-1, ER (Emergency Department) services, signs and symptoms of heart attack and stroke.

WORK SITE

- Provide health care coverage for employees and their families that includes primary and secondary heart disease and stroke prevention services as well as rehabilitation services.
- Promote adequate cost coverage/reimbursement for prescription drugs required for primary and secondary prevention of heart disease and stroke.
- Provide work site detection and follow-up services with employees for control of blood pressure and cholesterol.
- Assure employee training and education on signs and symptoms of heart attack and stroke, CPR, and Automated Emergency Defibrillators (AEDs).
- Assess policies and environmental supports for heart-healthy work sites and provide education on strategies to enhance environments for heart health.

COMMUNITY

- Raise awareness of signs and symptoms of heart attack and stroke through educational initiatives.
- Promote enhanced 9-1-1 services statewide.
- Promote Emergency Medical Service (EMS) training and protocols related to heart attack and stroke.
- Promote the use of community guidelines.
- Promote policies, system changes, and educational opportunities related to blood pressure and cholesterol management and the importance of heart health.

SCHOOL

- Raise awareness of signs and symptoms of heart attack and stroke, and the importance of calling 9-1-1; implement awareness interventions in the schools, and with related groups such as Parent Teacher Organizations (PTOs).
- Work with Coordinated School Health Programs to implement curricula, consistent with State education standards, to increase awareness among students regarding signs and symptoms of heart attack and stroke and the importance of calling 9-1-1.
- Promote school-based CPR training for faculty, staff, and students through after-school programs and extra credit opportunities.
- Implement policy- and systems-change interventions to address employees' access to care and management of blood pressure and cholesterol.
- Approach schools as work sites (see work site).

STANDARDIZATION OF LIPID MEASUREMENTS

CDC's Lipid Reference Laboratory (LRL) (located in the National Center for Environmental Health) ensures that all lipid and lipoprotein measurements are reliable by standardizing measurements in laboratories across the nation. Standardization is provided to labs participating in longitudinal studies and clinical trials, clinical and hospital laboratories, manufacturers of diagnostic products, and state public health laboratories.

BUSINESS TOOL KIT

CDC is developing a Cardiovascular Health and Business Tool Kit to help employers assess which health benefits and work site health promotion services can improve cardiovascular health and reduce disease, disability, and costs associated with heart disease and stroke. This tool kit will be available in 2005.

SOURCEBOOK FOR COMMUNITY HEALTH WORKERS

The *Community Health Workers' Heart Disease and Stroke Sourcebook* is a resource for training community health workers (CHWs) who work to increase public knowledge about heart disease and stroke and help eliminate health disparities. Topics include high blood pressure and cholesterol, compliance with treatment regimens (including medicines), communicating with doctors, diabetes, atrial fibrillation, coronary heart disease, heart attack, stroke, heart failure, and the CHW's role in supporting life-style changes and patient self-care. The *Sourcebook* is being developed by the U.S. Department of Health and Human Services (including CDC, the National Institutes of Health, the Indian Health Service, and the Office of Disease Prevention and Health Promotion), and the American Heart Association/American Stroke Association and will be available in January 2005.



COMMUNICATION TOOL KITS

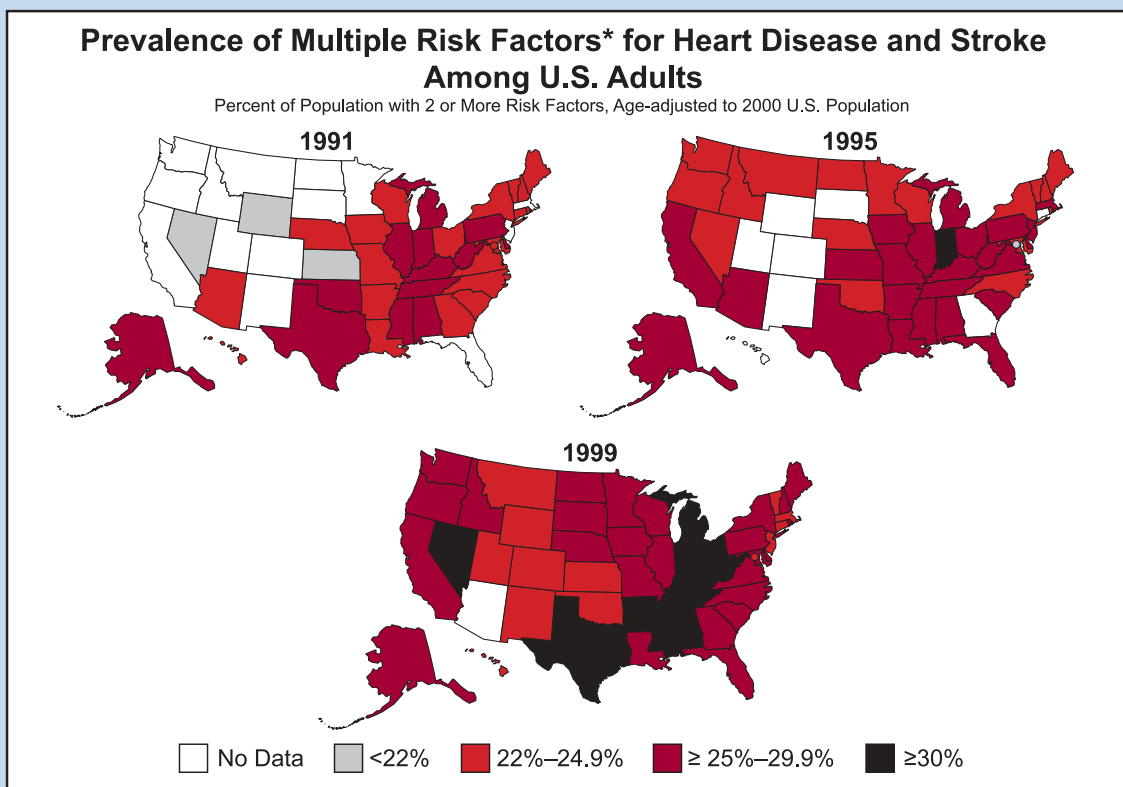
CDC currently provides two heart disease and stroke prevention communication guides. *CDCynergy 2001—Cardiovascular Health Edition* is a communication planning tool in CD-ROM format. To request a copy, e-mail CDC at ccdinfo@cdc.gov. CDC also provides a *Communication Guide* for educating key constituencies about how to make changes in communities, health care settings, work sites, and schools to promote cardiovascular health, and how to increase public awareness of signs and symptoms of a heart attack and stroke. This guide is available at www.cdc.gov/cvh.

CDC'S PAUL COVERDELL NATIONAL ACUTE STROKE REGISTRY MEASURES AND IMPROVES QUALITY OF STROKE CARE IN HOSPITALS

Four states (Georgia, Illinois, North Carolina and Massachusetts) were awarded funding to implement state-based stroke registries. CDC's Paul Coverdell National Acute Stroke Registry addresses this problem by measuring and improving quality of care for stroke victims in hospitals. Stroke affects an estimated 4.8 million Americans and their families and is a leading cause of long-term disability in the United States. While thrombolytic medications applied during a short "window of opportunity" can improve outcomes of ischemic stroke and can sometimes mean the difference between recovery and long-term disability, only about 3% of eligible patients receive this therapy.

CDC TRACKS STATE AND NATIONAL TRENDS IN CARDIOVASCULAR HEALTH

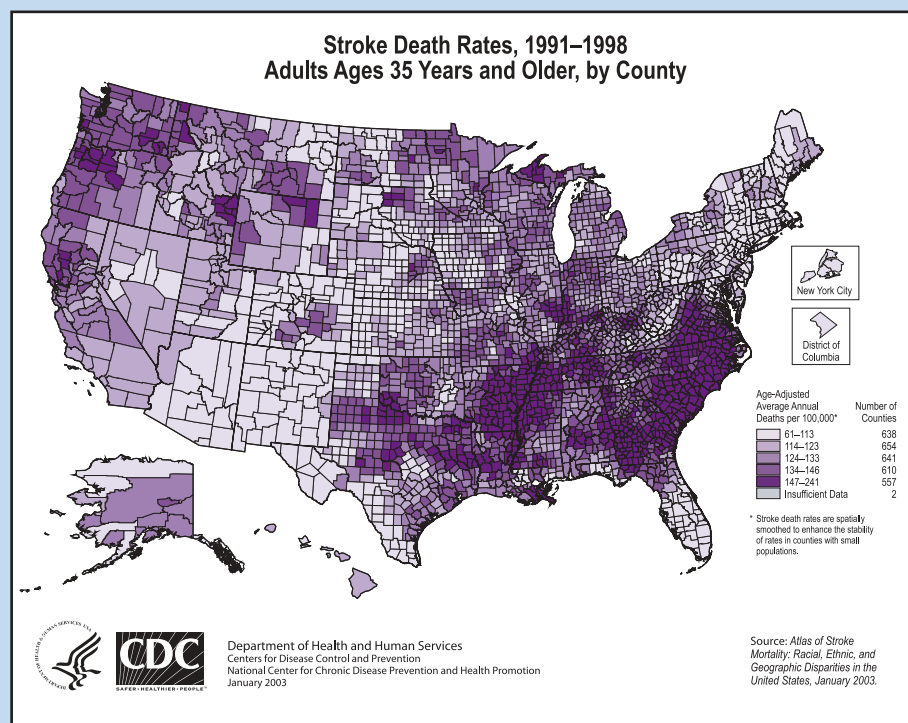
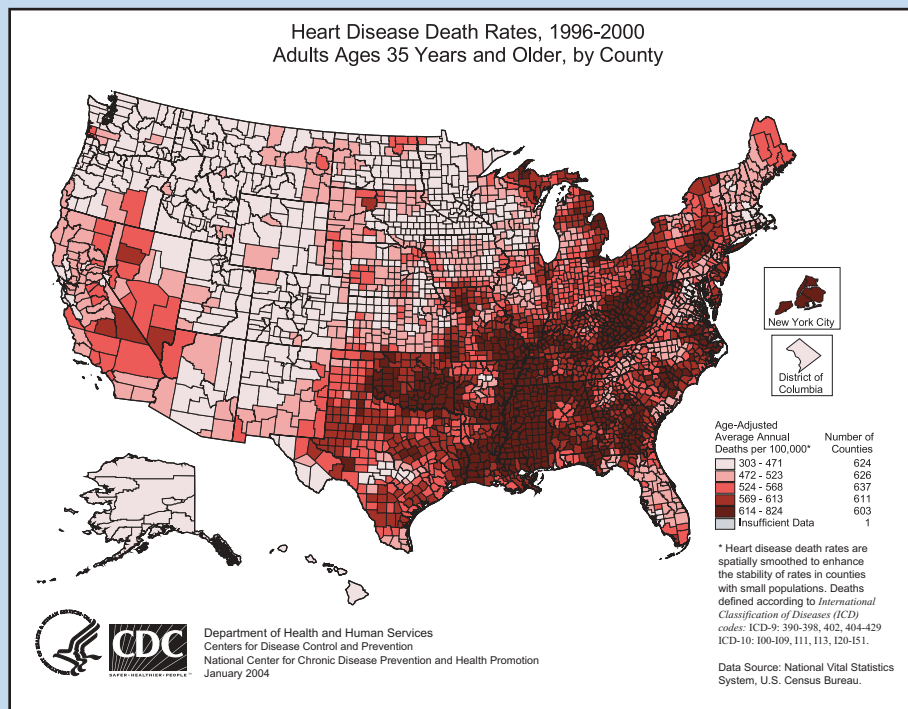
The number of people with multiple risk factors for cardiovascular disease is on the rise. Using data from the Behavioral Risk Factor Surveillance System (BRFSS), CDC recently identified a 10% or more increase in the prevalence of multiple risk factors for cardiovascular disease (CVD) in 36 states from 1991 to 1999. This increase is seen in both men and women and in all groups defined by race or ethnicity, age, and education level. CDC identifies and tracks such trends principally using data from the National Health and Nutrition Examination Survey (NHANES) and BRFSS, a unique data system that provides state-specific data.



Although physical activity is an important risk factor, data were not available for each year and, thus, were not included.

CDC'S HEART DISEASE AND STROKE ATLASES PROVIDE LOCAL DATA AND IDENTIFY DISPARITIES

To address the serious racial, ethnic, and geographic disparities in heart disease and stroke mortality, CDC has published a series of atlases about heart disease and stroke. The Atlases provide, for the first time, an extensive series of national and state maps that demonstrate local areas of need and show local differences in heart disease and stroke death rates. Data are provided for men and women and for the five largest U.S. racial and ethnic groups (American Indians and Alaska Natives, Asians and Pacific Islanders, Blacks, Hispanics, and Whites.) County-specific data and state maps are available at <http://www.cdc.gov/cvh/maps/index.htm>.



DISCOVERING WHAT WORKS – PREVENTION RESEARCH

CDC supports research to develop and evaluate effective tools and strategies for use by prevention programs and others interested in taking action to improve heart disease and stroke outcomes. Current research areas include disparities between population groups, primary and secondary prevention, policy and environmental strategies, emerging risk factors, evaluation, health economics, global issues, and the public health impact of human genome findings.

Spotlight: CDC is working with the University of North Carolina's Prevention Research Center to assess how managed care organizations and affiliated physicians can use prevention indicators to improve the quality of cardiovascular care for patients.

LEADERSHIP AND COLLABORATION

Cardiovascular Health Across CDC: Because of the inter-relation of heart disease and stroke outcomes with healthy eating, physical activity, and tobacco use, as well as diabetes and obesity, the Cardiovascular Health Branch reaches out across CDC to coordinate units and programs at CDC that address these issues and can help contribute to the nation's overall cardiovascular health.

National Collaboration: As CDC works towards achieving a heart-healthy and stroke-free America, it collaborates closely with other federal agencies, states, communities, national voluntary organizations, and private-sector organizations with an interest in heart disease and stroke prevention. These collaborations exist throughout CDC's prevention efforts. Turning the tide to improve heart disease and stroke prevention will require action from many sectors of society. CDC plays a vital role in providing leadership for the prevention steps that our nation can take.

Spotlight: The *Healthy People 2010* Partnership for Heart Disease and Stroke Prevention fosters national achievement of the *Healthy People 2010* goal for heart disease and stroke prevention, which includes the prevention of risk factors, detection and treatment of risk factors, early identification and treatment of heart attacks and strokes, and a reduction in the number of recurrent cardiovascular events. Together, CDC and its partners support and coordinate the partnership. Participants include the American Heart Association/American Stroke Association and six agencies and offices of the U.S. Department of Health and Human Services: CDC, the Centers for Medicare and Medicaid Services, the Indian Health Service, the National Institutes of Health's National Heart, Lung, and Blood Institute and National Institute for Neurological Disorders and Stroke, and the Office of Disease Prevention and Health Promotion.

A PUBLIC HEALTH ACTION PLAN TO PREVENT HEART DISEASE AND STROKE

A PUBLIC HEALTH ACTION PLAN TO PREVENT HEART DISEASE AND STROKE is a groundbreaking national collaboration that will propel national prevention efforts. This plan supports an integrated, comprehensive public health strategy that encompasses two fundamental requirements (effective communication and strategic leadership, partnerships, and organization) and five essential components (taking action, strengthening capacity, evaluating impact, advancing knowledge, and engaging in regional and global partnerships). The National Forum for Heart Disease and Stroke Prevention, representing some 50 national and international organizations, serves as the vehicle for implementing the *Action Plan*. The three lead partners are the American Heart Association/American Stroke Association, the Association of State and Territorial Health Officials, and CDC, which provides core support for convening the national forum and implementing the *Action Plan*.

At the Second National Forum in April 2004, participants developed a set of concrete tasks for April 2004–March 2005, listed below, that will represent measurable progress in implementing each of seven priority areas.

EFFECTIVE COMMUNICATION

Establish a media task force.

STRATEGIC LEADERSHIP, PARTNERSHIPS, AND ORGANIZATION

Convene public health agencies at national, state, and local levels.

TAKING ACTION

Commission a group to address priority policies for heart disease and stroke prevention.

STRENGTHENING CAPACITY

Commission a group to define infrastructure and staff competencies required for the full range of CVH activities by state and local health agencies.

EVALUATING IMPACT

Bring key partners and stakeholders together to address gaps in heart disease and stroke-related data systems and convene a planning committee for a “watershed” conference to address the science of evaluating public health programs for policy and environmental change.

ADVANCING KNOWLEDGE

Convene a group to address the prevention research agenda for heart disease and stroke prevention.

ENGAGING IN REGIONAL AND GLOBAL PARTNERSHIPS

Establish a steering group to oversee assessment of U.S. policies directly relevant to global heart disease and stroke prevention.



NOTES

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A PUBLIC HEALTH ACTION PLAN TO PREVENT HEART DISEASE AND STROKE

Partners

Alliance of Community Health Plans	Chronic Disease Directors (CDD), ASTHO	National Indian Health Board
American Academy of Family Physicians	Chronic Disease Prevention Alliance of Canada	National Institute of Diabetes and Digestive and Kidney Diseases
American Academy of Neurology	Council of Cardiovascular Nurses, AHA	National Institute of Neurological Disorders and Stroke, NIH, HHS
American Academy of Pediatrics	Council of Chief State School Officers	National Medical Association
American Association for Clinical Chemistry	Directors of Health Promotion and Education (DPHE), ASTHO	National Stroke Association
American Association of Diabetes Educators	Foundation for Accountability	New York State Department of Health
American Association of Retired People	Health Canada	North Carolina Department of Health and Human Services
American College of Cardiology	Health Research and Educational Trust	Office of Disease Prevention and Health Promotion, Office of Public Health and Science, HHS
American College of Preventive Medicine	Health Resources and Services Administration (HRSA)	Pan American Health Organization
American Diabetes Association	HealthPartners	Partnership for Prevention
American Dietetic Association	Heart and Stroke Foundation of Canada	Prevention Research Centers Program, CDC, HHS
American Heart Association/ American Stroke Association	Healthcare Georgia Foundation, Inc.	Preventive Cardiovascular Nurses Association
American Legacy Foundation	Indian Health Service	Pulmonary Hypertension Association
American Public Health Association	InterAmerican Heart Foundation	Smart Growth America
Association of Asian Pacific Community Health Organizations	International Society for Hypertension in Blacks	Society for Public Health Education
Association of Black Cardiologists	International Stroke Society	Society of State Directors of Health, Physical Education and Recreation
Association of Public Health Laboratories	Jacobs Institute of Women's Health	St. Luke's Episcopal Health Charities
Association of Schools of Public Health	Kaiser Permanente Care Management Institute	University of North Carolina at Chapel Hill
Association of State and Territorial Health Officials	Mass PRO	University of Rochester Medical Center
Association of State and Territorial Public Health Nutrition Directors	National Association for Sport and Physical Education	University of Texas Health Science Center at Houston School of Public Health
Canadian Public Health Association	National Association of City and County Health Officials	US Department of Education
Canadian Institutes of Health Research – Institute of Circulatory and Respiratory Health	National Business Group on Health	Wake Forest University School of Medicine
Cardiovascular Health Council, Chronic Disease Directors, ASTHO	National Civic League	The World Bank Group
Centers for Disease Control and Prevention (CDC), U.S. Department of Health and Human Services (HHS)	National Committee for Quality Assurance	World Health Organization
Centers for Medicare and Medicaid Services	National Council of La Raza	YMCA of America
Chinese Task Force, AHA	National Governors Association	World Heart Federation
	National Conference of State Legislatures	
	National Heart, Lung, and Blood Institute, National Institutes of Health (NIH), HHS	